

- IBM Operating Systems: Costs and Directions <sup>BOLD</sup> This study will analyze IBM's major Operating Systems, ~~and, their~~ and the likely scenarios for the direction IBM will be taking for the centralized Mainframe as well as the departmental or office systems. Given IBM's objective of increasing software revenue this study will expose probable pricing methods and trends. Potential niches for systems software vendors products will be examined as will the implications for application software and application development tools.

- Network Services Directions <sup>BOLD</sup> The network services market has finally stabilized from ~~the~~<sup>its</sup> 1981-1984 downturn. This report will focus on the longer term direction for network services including emerging developments like EBI, MSE, and Networks themselves. It will also examine departmental computing opportunities and will be a lead in to the planned second quarter report on Distributed Processing Services.

Mike for your records.

CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO.	W	B	A	N	B	D	
SIC. CODE							
SIZE CODE							
AREA CODE							
STUDY CODE							
DATES							
	M	M	D	D	Y	Y	

STUDY TITLE:

TYPE OF INTERVIEW:

☐ VENDOR  
☐ USER

☐ TELEPHONE  
☐ ON-SITE  
☐ MAIL

INTERVIEWER: \_\_\_\_\_

COMPANY: \_\_\_\_\_ CO. TYPE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ SALES: \_\_\_\_\_

NO. EMPL: \_\_\_\_\_

INDUSTRY ☐

☐ DISCRETE MANUFACTURING

☐ PROCESS MANUFACTURING

☐ TRANSPORTATION

☐ MEDICAL

☐ SERVICES

☐ UTILITIES

☐ RETAIL

☐ BANKING

☐ WHOLESALE

☐ OTHER

☐ INSURANCE

☐ GOVERNMENT - FEDERAL

☐ GOVERNMENT - STATE & LOCAL

☐ EDUCATION

INTERVIEWS

NAME

TITLE

TELEPHONE NO.

SUMMARY

REFERENCES

Software Productivity / Applications Development. This study will examine application development by end users, professional services vendors, software vendors, 15 staffs, systems integrators and hardware manufacturers in order to analyze productivity and to pinpoint opportunity. Also explored will be user requirements for development tools and an analysis of cognitive tools used by vendors. This study will also examine the emergence of the Development Center (DC) and update the status of Distributed System Development. The report will ~~be an int~~ provide introductory material for the Departmental Software project.

Departmental Software. This study will examine the status and growth for departmental computing, with the primary focus on software. Included will be Decision Support Systems, personal data base systems and Fourth Generation Languages. Also to be examined are Artificial Intelligence tools, expert systems and overall opportunities for office systems. The analysis will cover the timing for these markets as well as the emerging opportunities and a discussion of IBM's strategy as it relates to departmental software. This study will be introductory to the study on Artificial Intelligence / Expert Systems.

BANKING AND FINANCIAL INFORMATION SERVICES: THE NEXT DECADE  
RESPONDENT EXECUTIVE PROFILE SUMMARY

Bank Name: \_\_\_\_\_

Bank Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Deposit Size of Bank: \_\_\_\_\_

Individuals Contacted:

Planning:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone No. (     ) \_\_\_\_\_ Date: \_\_\_\_\_

Marketing:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone No. (     ) \_\_\_\_\_ Date: \_\_\_\_\_

MIS/D.P.:

Name: \_\_\_\_\_

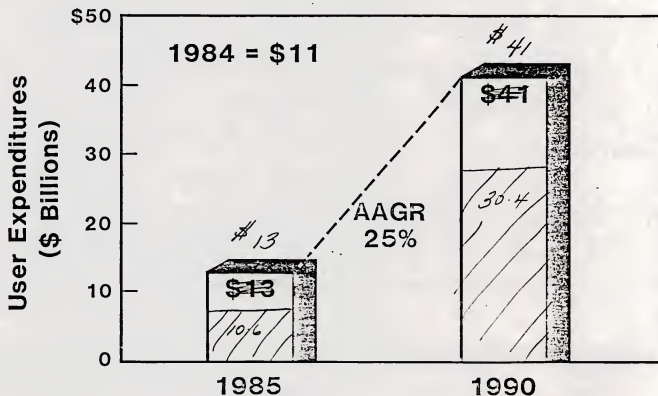
Title: \_\_\_\_\_

Phone No. (     ) \_\_\_\_\_ Date: \_\_\_\_\_

Facilities Management This report will cover both Processing Services FM and Professional Service FM. The FM markets will be segmented and analyzed for the current status and the five year outlook. Also examined will be the average sales cycle, the performance cycle and the overall acceptance of the FM concept. This study will also include two major case studies on major FM contracts. A companion report is the System Integration study.

System Integration This report will explore the markets for systems integration, the largest of which is the Federal Government sector. Other SI markets include the Fortune 500, Money Centers Banks and other very large organizations. This report will examine the issues and opportunities for System Integration including differences in the sales approach, and in the vendor / user interface and in the user buying motivation.

## SOFTWARE PRODUCTS MARKET

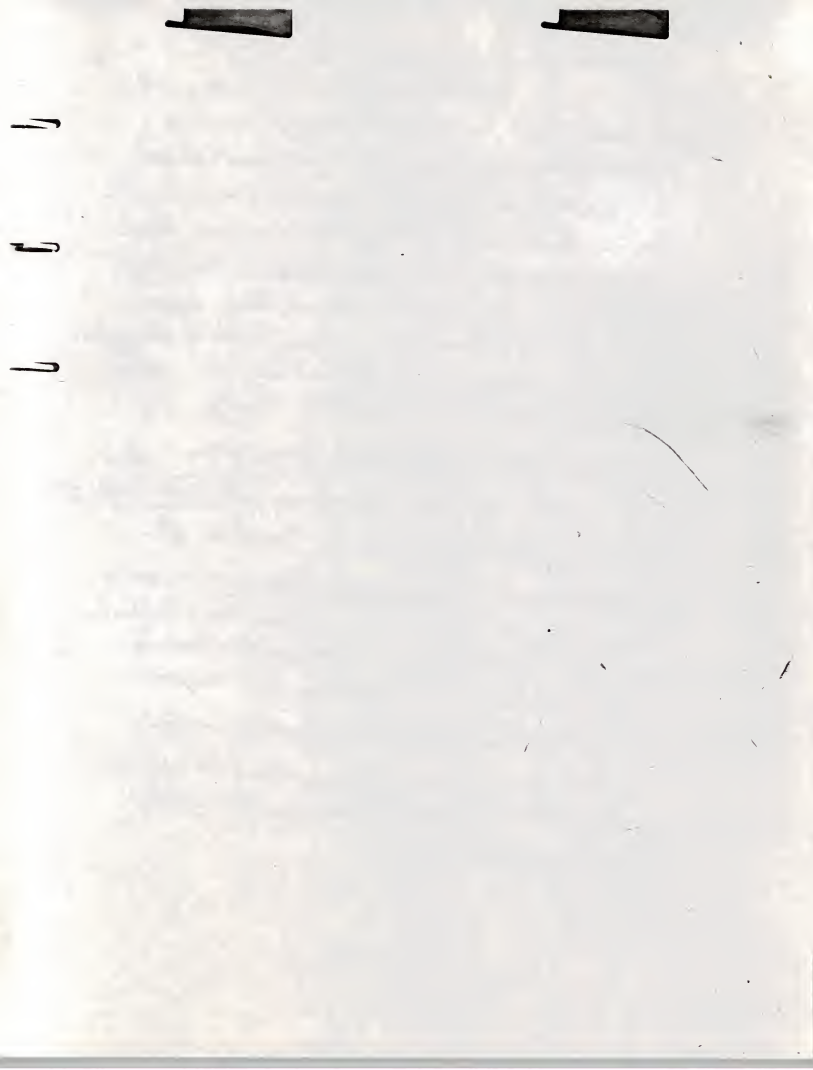


MAINFRAME/MINI

MICRO

Artificial Intelligence / Expert Systems. This study will key on two themes, ~~to~~ the technology and its current and projected development and ~~to~~ the application of AI/ES in commercial markets. These technologies or Future Generation languages, FGLs, promise great rewards the questions remains when and in what commercial application. This study will define the current state of these tools and will include case studies of their successful use in industry. Also included will be analysis and recommendations for INPUT clients.

Software Systems Integration / Architecture <sup>X</sup> This study will ~~be~~ be further developed from <sup>the</sup> IBM Operating Systems, scheduled earlier in the year. The ~~thrust will~~ and Departmental Software ~~at~~ reports. The primary thrust will be future architectures and the development of hierarchical processing using micro, mini and mainframe computers. The scenarios to be examined include network topologies and types, connectivity, EOI and data base and processing distribution. The primary audience for



Information Ownership / Delivery This study will examine the issues surrounding information dissemination of voice, data, text and images as well as the issues of data ownership, sharing and maintenance. Also ~~to~~ included will be analysis of data security and encryption, data administration and interchange as well, as emerging organizational impacts resulting from the increasing sensitivity regarding the value of information.

International Information Flow closely tied to Information Ownership / Delivery is this study that will expand the concepts ~~to~~ include international. Also ~~to~~ be examined will be issues regarding trans border data flow, multinational applications and an international perspective on EDI. Also included will be ~~issues~~ network issues, regional or national policy implications, and the identification of unique hardware or software problems.



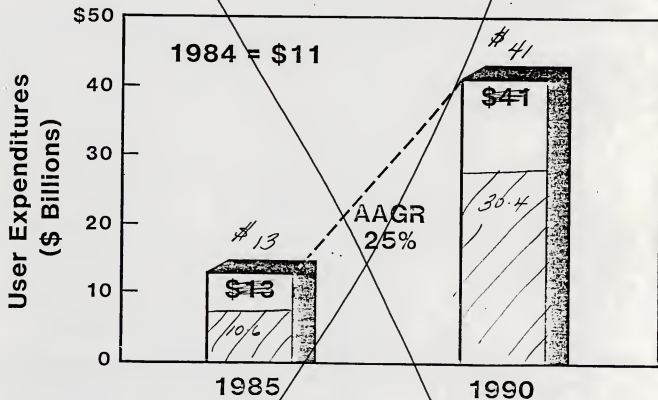
MAPS

Strategic Issue Studies - ~~Business~~ Quarter  
2-4 1986

### Distributed Processing Services

This report will focus on the opportunities for Distributed Processing Services or <sup>(USHS)</sup> User Site Hardware Services. This report is closely allied to Departmental Software in that USHS opportunities will be departmental and office systems related. Issues to be explored include the network and host requirements, the type of applications anticipated and the availability of market windows afforded by 15 departments lack of interest in decentralized systems.

## SOFTWARE PRODUCTS MARKET



MAINFRAME/MINI

MICRO

## STRATEGIC ISSUE PROJECT METHODOLOGY

1. Develop detailed project specification
2. Structure
  - Interview clients
    - . Identify Questions and Issues
      - . General
      - . Specific
  - Collect Secondary Data
    - . Publications
    - . INPUT Research Base
    - . Vendor Material
    - . Association/University Data
  - Structure Research - Interviews, Questionnaire
  - Create preliminary exhibits
3. Review Committee (senior staff)
  - Review Research Structure
    - . Interview Targets
    - . Questionnaire
    - . Review Issues
    - . Fit to specification
  - Review Preliminary Analysis



4. Research

- Pre-test the Questionnaire(s)
- Conduct Interview Program
  - . User
  - . Vendor
  - . Third Party
- Tabulate/Organize results

5. Analysis

- Analyze the data
- Interpret the data
- Organize the analysis

6. Integration/Forecast/Writing

- Integrate the findings
- Create forecasts specified
- Create final exhibits
- Write final draft report

7. Delivery Results and Analysis

- Regional Meeting
  - . General Questions
- Teleconferencing
  - . Specific Questions
- Report

8. Follow-up

- Provide timely response to client questions
- Respond to requests for more in-depth proprietary research



## Strategic Issue Project (SIP)

~~Multidisciplinary~~  
Marketing

1. Develop detailed project specification:

2  
4. Structure

- Interview ~~each~~ <sup>clients</sup> participant
  - Identify Questions & Issues.
    - General
    - Specific

- Collect secondary data

- Publications
- INPUT research base
- Vendor Material
- Association / University Data

- Structure Research - Intus. Questionnaire  
- <sup>create preliminary exhibits.</sup> Committee (Senior Staff)?3  
2. Review

- Review Research Structure w/ client
  - interview targets
  - Questionnaire
- ~~issues~~ review issues
- fit to specification

- Review prelim. analysis w/ client

4

3. Research

- Determine Interview Methodology (Mail, Telephone and/or On Site/Interviewing)
- ~~Pre test the Questionnaire(s)~~
- ~~Conduct research~~ Conduct Interview Program.
  - User
  - Vendor
  - Third Party

- Tabulate/organize results

5  
4. Analysis

- Analyze the data
- Interpret the data
- Organize the the analysis.



# SIP - continued

## 7.5. Delivery Results + Analysis

- Regional Meeting
  - General Questions
- Teleconferencing
  - Specific Questions
- Report

## 8.6. Follow-up

### ~~Through Customer Support~~

- Provide timely response to client questions
- Respond to requests for more in depth ~~customer~~ proprietary research.

### Forecast

## 6. Integration/Writing

- Integrate the findings
- Create forecasts specified.
- Create final exhibits
- Write final draft report.



//S//

October 26, 1984

NO ITEM TO INSERT

NO ITEM TO INSERT

Dear

NO ITEM TO INSERT

:

Although you were not a member in 1984, INPUT is hopeful you will reconsider for 1985. Therefore, we are allowing you the same discount structure as our current clients will receive for early payment.

Both the Market Analysis and Planning Service (MAPS) and the Company Analysis and Monitoring Program (CAMP) will be expanded and improved in 1985.

#### COMPANY ANALYSIS AND MONITORING PROGRAM

- o CAMP Highlights and Financial Updates will be grouped into the following vendor categories:
  - Category I - Processing Services
  - Category II - Software Products
  - Category III - Professional Services and Turnkey Systems

Each category will be delivered in a separate binder with the appropriate index of its contents.

- o Expanded Vendor Financial Watch (VFW) series: this popular quarterly compilation of publicly held information services vendors will have more firms represented, more revenue and net income analysis, and an executive summary commentary (in "bullet" format) of the data so that clients may include the graphs and data analysis of the industry in their regular management reporting. Also included will be a quarterly analysis of the acquisition activity that has taken place in the information services industry.

#### MARKET ANALYSIS AND PLANNING SERVICE

- o MAPS will include a number of innovations, including:
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  - Expanded coverage: you've asked for more analysis in a number of key areas. Here they are:



NO ITEM TO INSERT

Page 2

October 26, 1984

- Market Sector Reports: in 1985 we will be analyzing 18 additional market sectors to provide you with a greater level of market detail than ever before.
- More emphasis on applications software, professional services, and turnkey systems: a good portion of the expanded coverage in 1985 will focus on these key delivery modes.
- Update reports: we will expand the concept of updated reports (initiated in 1984 with our loose-leaf-bound annual reports series). In 1985 topics such as micro-mainframes, fourth-generation languages, and pricing will be covered in this format for the period 1985-1990.
- New deliverables: we've added an "Executive Viewpoint" newsletter from Peter Cunningham, INPUT's president. This monthly publication will highlight and interpret key developments that deserve executive management attention.
- Personal attention: we want to be available when you need us. INPUT senior staff is on call when you visit our facilities. We also can provide timely presentations to your management meetings and conferences (at no extra charge if we are traveling in your area).

We are pleased to offer these additional services to current subscribers at no increase in price. Clients who renew and send their payment by December 1, 1984 will receive a 5% discount off the total fee in addition to the normal 10% discount for MAPS/CAMP subscribers. Renewals received after December 1, will be invoiced at the full subscription fee.

Enclosed are authorization forms defining the programs for 1985. Please note that additional programs are available at a discounted incremental fee.

Thanks again for your support this past year. We look forward to receiving your renewal so that we may continue to be a key information resource for your critical market planning decisions.

Sincerely,

George D. Hunter  
Principal Consultant

GDH:ph

Enclosures



//S//

October 19, 1984

Original

NO ITEM TO INSERT

NO ITEM TO INSERT

Dear

NO ITEM TO INSERT

:

Your support of our research programs this past year has been greatly appreciated.

Based on your feedback, the 1985 Market Analysis and Planning Service (MAPS) programs have been expanded and contain a number of innovations, including:

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//s//

NO ITEM TO INSERT

Page 2

October 19, 1984

We are pleased to report that all of this additional service is available to you at no increase in price.

The enclosed authorization form will enable you to select the programs that best support your critical business decisions for 1985. Please note that additional programs are available at a very attractive incremental charge.

If we receive your renewal subscription fee before December 1, 1984, as a current subscriber you may deduct 5% from your fee.

Thanks again for your business this past year. We look forward to remaining as an important information resource for your critical market planning decisions.

Best regards,

???

Title

Thomas M. Cannon

Vice President, Marketing and Sales

???:TMC:ml

Enclosures



October 23, 1984

Originals

NO ITEM TO INSERT

NO ITEM TO INSERT

Dear

NO ITEM TO INSERT

:

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Page 2  
October 23, 1984

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Sincerely,

???  
Title

Thomas M. Cannon  
Vice President, Marketing and Sales

???:TMC:ml

Enclosures



PRODUCTION  
QC SIGN-OFF SHEET (EXCEPT CAMP)

PROJECT CODE: M-MKT/C-MKT *Renewal letter*  
AUTHOR: JBW *and addresses* DATE: 10/17/84

FIRST DRAFT APPROVAL

Hunter  
(Proofreader)

(Author)

Jack / Graham  
(Program/Project Manager)

Tom  
(QC Officer)

INITIAL & DATE

JBW 10/16 *6x 10/17/84*  
*✓*

SECOND DRAFT APPROVAL (if necessary)

(Proofreader)

(Author)

FINAL COPY

(Author)

(Proofreader)

TOM CANNON  
(Project Manager)

☐ READY FOR PRINTER

JBW for T. Cannon  
*10/19/84*  
*JBW*  
*10/23/84*



index,name,address,salutation

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Product Specialist

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Tampa, FL 33601

Elliott

index2. Mr. Joseph J. Bird

Manager, Business Planning Contract Services

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Lynchburg, VA 24505

Mr. Bird

index3. Mr. Jack R. Borbely

District Manager

AT&T COMMUNICATIONS

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Jack

index4. Mr. George Grodahl

Partner

BROADVIEW ASSOCIATES

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Mr. Grodahl

index5. Mr. J.M. Wertheim

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Department 10/691

Loc. 2C-92

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John

index6. Mr. Arthur Grimme

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index7. Mr. William C. Winter

Manager, Market Planning

MCDONNELL DOUGLAS AUTOMATION COMPANY

K031/301/4E Room 486

P.O. Box 516

St. Louis, MO 63166

Bill

index8. Mr. Ed Baker

Vice President, Marketing

NORWEST INFORMATION SERVICES, INC.

Norwest Operations Center

255 Second Avenue South

Minneapolis, MN 55479

Ed

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index9. Mr. Richard E. Bibaud

Vice President

AVCO COMPUTER SERVICES

201 Lowell Street

Wilmington, MA 01887

Mr. Bibaud

index10. Mr. Alan S. MacDonald

Senior Vice President

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Senior Market Research Analyst

Market Research, Department 5505

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Mr. Kirchberger

index14. Mr. Bryon D. Mills

Manager, International Business Development

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Mr. Mills

index15. Ms. Sally A. Smith

Director, Commercial Development Division

U.S. WEST, INC.

7800 East Orchard Road

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Englewood, CO 80111

Sally



index16. Ms. Gail Lepard  
Director, Corporate Market Research  
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index17. Mr. Bob Bender  
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Bob

index18. Mr. Gary Lockwood  
Director, Marketing  
HOGAN SYSTEMS  
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Gary

index19. Mr. Raymond Wolfe  
Vice President, Business Development  
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1001 W. Maude Avenue  
Sunnyvale, CA 94086  
Ray

index20. Mr. George A. Wicker  
Associate Director, Diversification  
LOCKHEED CORPORATION  
P.O. Box 551  
Burbank, CA 91520  
George

index21. Ms. Andrea Jadwin  
Marketing Specialist  
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98 Battery Street  
San Francisco, CA 94111  
Ms. Jadwin

index22. Mr. T.F. Ruegg  
Strategic Planning Specialist  
TRW INFORMATION SERVICES  
505 City Parkway West  
7th Floor  
Orange, CA 92668  
Mr. Ruegg



MAPS/CAMP  
MCRonLe

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**BOLD** → CAMP COMPANY ANALYSIS AND MONITORING PROGRAM

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**BOLD** → NEW INSERT FROM PAGE 2  
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INSERT PAGE 1

Expanded

~~More~~ vendor financial watch (VFW) <sup>series</sup> analysts: this popular quarterly compilation of <sup>publicly</sup> held information services vendors will have more firms represented, more revenue and net income analysis, and an executive summary commentary (in "bullet" format) of the data so that clients may include the graphs and data analysis of the industry in their regular management reporting. *Also included will be a quarterly analysis of the acquisition activity that has taken place in the information services industry.*

*This is a change deliverable not a M&A one.*

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renewal  
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planning decisions.

Sincerely,

???  
title  
???TMC: PH  
Enclosures

Thomas M. Cannon  
Vice President, Marketing and Sales



PRODUCTION  
QC SIGNOFF SHEET (Except CAMP)

PROJECT CODE: M-MKT Remad

DATE: 10-15-84

AUTHOR: Jack K.

FIRST DRAFT APPROVAL

INITIAL & DATE

Hunter  
(Proofreader)

Jon 10/16

Jack K.  
(Author)

(Program/Project Manager)

Tom C.  
(QC Officer)

SECOND DRAFT APPROVAL (if necessary)

(Proofreader)

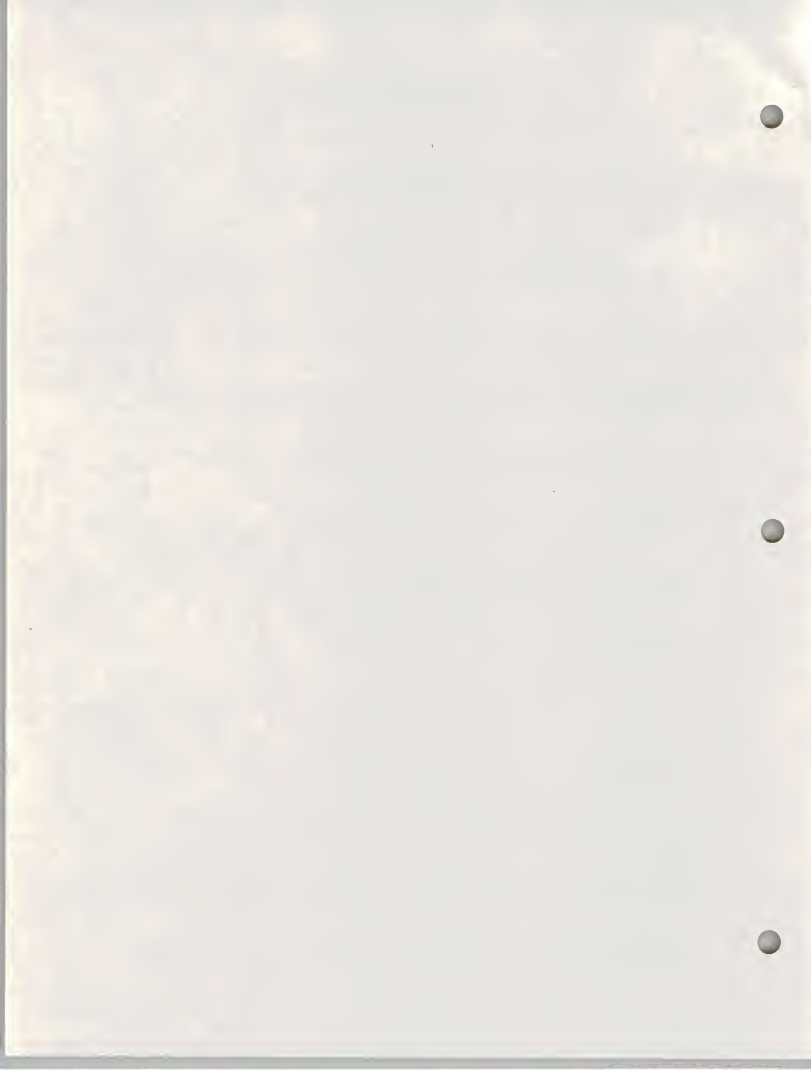
(Author)

FINAL COPY

Jack K.  
(Author)

Hunter  
(Proofreader)

(Project Manager)



249

PRODUCTION  
QC SIGNOFF SHEET (Except CAMP)

PROJECT CODE: M-MKT Renewal Letter

DATE: 10-1-84

AUTHOR: Tom A. Jacobs

FIRST DRAFT APPROVAL

INITIAL & DATE

Hunter  
(Proofreader)

HG 10/1/84

Tom A.  
(Author)

Jack K.  
(Program/Project Manager)

QMIC 10/3

Tom C.  
(QC Officer)

SECOND DRAFT APPROVAL (if necessary)

Hunter  
(Proofreader)

JDW 10/14/84

Jack K. Tom C.  
(Author)

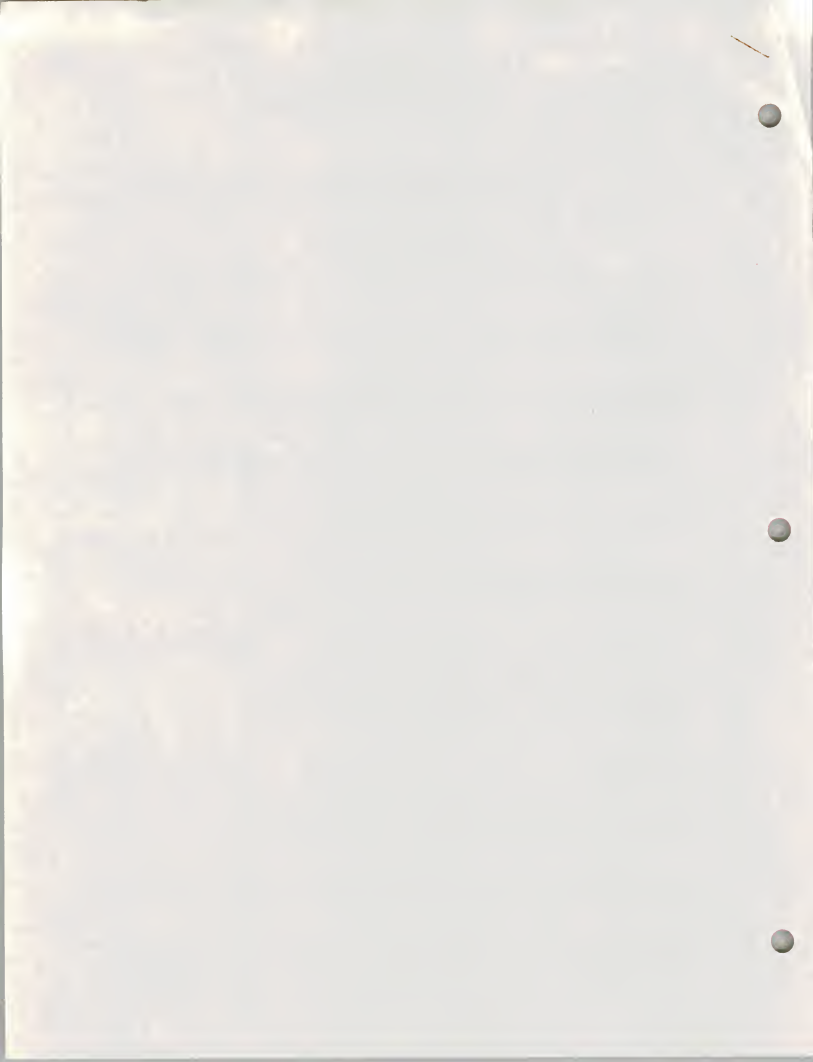
FINAL COPY

(Author)

(Proofreader)

Tom C.  
(Project Manager)

X JDW for TC  
✓ 10/16/84



//S//

October 18, 1984

NO ITEM TO INSERT

NO ITEM TO INSERT

Dear

NO ITEM TO INSERT

:

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October \_\_, 1984

- Personal attention: we want to be available when you need us. INPUT senior staff is on call when you visit our facilities. We also can provide timely presentations to your management meetings and conferences (at no extra charge if we are traveling in your area).

We are pleased to report that all of this additional service is available to you at no increase in price.

The enclosed authorization form will enable you to select the programs that best support your critical business decisions for 1985. Please note that additional programs are available at a very attractive incremental charge.

If we receive your renewal subscription fee before December 1, 1984, as a current subscriber you may deduct 5% from your fee.

Thanks again for your business this past year. We look forward to remaining as an important information resource for your critical market planning decisions.

Best regards,

???  
Title

Thomas M. Cannon  
Vice President, Marketing and Sales

???:TMC:ml

Enclosures



1/5/11

October \_\_, 1984

NO ITEM TO INSERT

NO ITEM TO INSERT

Dear

NO ITEM TO INSERT

Your support of our research programs this past year has been greatly appreciated.

Based on your feedback, the 1985 <sup>Market Analysis and Planning Service</sup> MAPS programs have been expanded and contain a number of innovations, including:

- More reports per program: 1985 programs <sup>have</sup> will average eight reports each, versus six for 1984. <sup>←</sup> this represents a 33% increase in the number of deliverables. <sup>The</sup>
- New deliverables: we've added an "Executive Viewpoint" newsletter from Peter Cunningham, INPUT's president. This monthly publication will highlight and interpret key developments deserving executive management attention.
- Expanded coverage: you asked for more analysis in a number of key areas. Here they are:
  - Market sector reports: in 1985 we will be analyzing 18 additional market sectors providing you with a greater level of market detail than ever before.
  - More emphasis on application software, professional services, and turnkey systems: a good portion of the expanded coverage for 1985 focuses on these key delivery modes.
  - More vendor financial watch (VFW) analysis: this popular quarterly compilation of publically held information services vendors will have more firms represented, more revenue <sup>and</sup> net income analysis, and more commentary.
- Updated reports: we will expand the concept of updated reports <sup>initiated in 1984</sup> with our loose-leaf-bound annual report series. In 1985 topic areas <sup>such as</sup> micro-mainframe, fourth-generation languages, and pricing will <sup>be covered in this</sup> embrace this concept of easily accessible information. <sup>format.</sup>

TOM C.  
Some people feel this may be misleading since we are doing smaller reports next year. Number of pages will be about the same.  
I'm ambivalent concerning whether we should pay this up or not.  
I'll leave it up to you.  
Just



//s//

NO ITEM TO INSERT

Page 2

October \_\_, 1984

- Personal attention: we want to be available when you need use. <sup>g</sup>  
INPUT senior staff is on call when you visit our facilities. We also can provide timely presentations to your management meetings and conferences (at no extra charge if we are traveling in your area).

We are pleased to report that all of this additional service is available to you at no increase in price.

The enclosed authorization form will enable you to select the programs <sup>that</sup> which best support your critical business decisions for 1985. Please note that additional programs are available at a very attractive incremental charge.

If we receive your renewal subscription fee before December 1, 1984, as a current subscriber you may deduct \$500 <sup>4%</sup> from your fee.

Thanks again for your business this past year. We look forward to remaining as an important information resource for your critical market planning decisions.

Best regards,

???

Title

???:TMC:ml

Enclosures

*Thomas*

Tom M. Cannon

Title *Vice President, Marketing and Sales*

The following information is provided for the purpose of  
 providing information to the public regarding the  
 information provided in the following table.

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Page 10 of 10

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 providing information to the public regarding the

Page 10 of 10

Page 10 of 10

TOM

FYI -

Feedback  
encouraged

DRAFT

26-SEP-84

MAPS 1985 PROGRAM

PAGE 1

1: COVER LETTER TO SUBSCRIBERS  
1.1:

Dear client:

your support of our research programs this past year has been greatly appreciated.

Based on your feedback, we have designed an expanded and enhanced 1985 series of MAPS programs which are described in the attachments to this letter.

The 1985 programs contain a number of innovations including:

o more reports per program: 1985 programs average 8 reports each, versus 6 for 1984. This represents a 33% increase in the number of deliverables.

o new deliverables: we've added an "executive viewpoint" newsletter from Peter Cunningham, input's president. this monthly publication will highlight and interpret key developments deserving executive management attention.

o expanded coverage: you asked for more analysis in a number of key areas. here they are-

- market sector reports: in 1985 we'll be analyzing 18 additional market sectors, thus providing you with a greater level of market detail than ever before.

- more emphasis on application software, professional services and turnkey systems: a good portion of the expanded coverage for 1985 focuses on these key delivery modes.

- more vendor financial watch (vfw) analysis: this popular quarterly compilation of publically held information services vendors will have more firms represented, more revenue net income analysis and more commentary.

o updated reports: we will expand the concept of updated reports initiated in 1984 with our loose-leaf bound annual report series. in 1985 topic areas such as micro-mainframe, fourth generation languages and pricing will embrace this concept of easily accessible information

o personal attention: we want to be available when you need us. input senior staff is on-call when you visit our facilities. we also can provide timely presentations to your management meetings and conferences (at no extra charge if we are traveling in your area).

We are pleased to report that all of this additional service is available to you at no increase in price.

Market  
Analysis  
Planning  
Service

input  
margin



1.2:

The enclosed authorization form will enable you to select the programs which best support your critical business decisions for 1985. please note that additional programs are available at a very attractive incremental charge.

If we receive your renewal subscription fee before december 1, 1984, as a current subscriber you may deduct \$500 from your fee.

*important*  
Thanks again for your <sup>business</sup> participation this past year. we look forward to continuing throughout 1985 as an important *information* information resource for your critical market planning decisions.

*Best regards*

---



Originals

index,name,address,salutation

index1. Mr. James E. Anderson  
Director, Planning and Technology  
ASHLAND AUTOMATION SERVICES, INC.  
3475 Dabney Drive  
P.O. Box 14000  
Lexington, KY 40512  
Mr. Anderson

index2. Mr. Joseph Southworth  
Librarian  
MANAGEMENT SCIENCE AMERICA  
3445 Peachtree Road N.E.  
Atlanta, GA 30326  
Joe

index3. Ms. Kay Ames  
Corporate Library  
MICHIGAN CONSOLIDATED GAS  
500 Griswold  
Detroit, MI 48226  
Kay

index4. Mr. Gary Willets  
Manager, Marketing Research  
NCR CORPORATION/USDPG  
1700 S. Patterson Boulevard  
Dayton, OH 45479  
Gary

index5. Mr. Richard Walter  
President  
SCIENTIFIC COMPUTER INC.  
10101 Bren Road East  
Minnetonka, MN 55343  
Dick

index6. Mr. Paul M. Roth  
President  
IDC SERVICES  
9200 Sunset Boulevard  
Suite 1100  
Los Angeles, CA 90069  
Paul

index7. Mr. Jerry Deems  
Vice President, Business Development  
METIER MANAGEMENT SYSTEMS, INC.  
5884 Point West Drive  
Houston, TX 77036  
Jerry

index8. Mr. Phillip A. Moore  
Senior Vice President, Business Development  
STERLING SOFTWARE  
370 Campbell Centre  
Dallas, TX 75206  
Phil



index9. Mr. Richard Currier  
President  
WALKER INTERACTIVE PRODUCTS  
100 Mission Street  
San Francisco, CA 94015  
Mr. Currier  
index10. Mr. Neal McIlvaine  
Staff Manager  
BELL COMMUNICATIONS RESEARCH, INC.  
290 West Mount Pleasant Avenue  
3C, 213  
Livingston, NJ 07039  
Neal  
index11. Mr. W. Scott Symons  
Vice President, Sales & Marketing  
CLARK-O'NEILL, INC.  
One Broad Avenue  
Fairview, NJ 07022  
Mr. Symons  
index12. Mr. John P. Courtney  
President  
COMPUTER TASK GROUP  
5501 Main Street  
Buffalo, NY 14209  
John  
index13. Mr. Joseph W. Nelson  
Manager, Corporate Planning  
INFORMATION ASSOCIATES  
3000 Ridge Road East  
Rochester, NY 14622  
Mr. Nelson  
index14. Mr. Barry Cole  
Director, Corporate Marketing  
PHILADELPHIA SUBURBAN CORPORATION  
762 Lancaster Avenue  
Bryn Mawr, PA 19010  
Barry  
index15. Mr. Robert Walters  
Manager, Market Research  
SEI CORPORATION  
680 East Swedesford Road  
Wayne, PA 19087  
Bob  
index16. Mr. John Ryan  
President  
SUNDATA CORPORATION  
Two Glenhardie Corporate Center  
1285 Drummers Lane  
Wayne, PA 19087  
John



index17.  
INFORMATION TECHNOLOGY PROMOTION  
c/o Overseas Data Service Co., Ltd.  
Shugetsu Building  
12-7 Kita Aoyama  
3-Chome Minato-Ku  
Tokyo 107 Japan  
Sir



PRODUCTION  
QC SIGNOFF SHEET (Except CAMP)

PROJECT CODE: M-MKT Program Description DATE: 10-1-84

AUTHOR: ~~Tom A~~ Jack

FIRST DRAFT APPROVAL

INITIAL & DATE

Hunter  
(Proofreader)

HLG 10/2/84

~~Tom A~~  
(Author)

Jack K.  
(Program/Project Manager)

JMK 10/3

Tom C.  
(QC Officer)

TC

SECOND DRAFT APPROVAL (if necessary)

Hunter  
(Proofreader)

Jack K.  
(Author)

FINAL COPY

(Author)

(Proofreader)

TOM C  
(Project Manager)

JSW 10/10/84  
10/18/84  
to print



## ~~CLIENT SUPPORT SERVICES~~ ~~INDUSTRY MARKETS PROGRAM~~

- o **VERTICAL AND CROSS-INDUSTRY MARKETS REPORT SERIES**
  - These reports provide insight into the latest opportunities and caveats of 20 different major market segments. Each chapter is a self-contained analysis providing five-year (1985-1990) user expenditure forecasts and analysis of market sizes and growth rates. Identifies key events, issues, and trends related to user needs and vendor strategies. Includes competitive profiles and market share analysis.
- o **"EXECUTIVE VIEWPOINT" (MONTHLY NEWSLETTER)**
  - This is a personal newsletter from Peter Cunningham, INPUT's president. It highlights and interprets key events and trends that can have a major impact on clients' current strategies and future plans.
- o **INQUIRY SERVICE AND SUPPORT**
  - Our Hotline staff is available by phone 11 hours a day to answer your questions on issues, trends, and events relating to MAPS 1985 areas of analysis. INPUT's California and New Jersey research libraries are also available to subscribers who wish to explore topic areas in more depth.
- o **ACCESS TO SENIOR INPUT STAFF**
  - INPUT's senior consultants and analysts, many of whom have been watching the information services market for over 20 years, are available to respond to your questions.
- o **ON-SITE CLIENT PRESENTATION**
  - In order to keep their entire staff current on fast-changing industry developments and trends, clients receive an annual presentation at their site from a senior member of INPUT's staff. This presentation, offered in the fourth quarter of the year, provides attendees with a fresh perspective on issues of immediate use for planning and decision making. It is presented by a senior executive from INPUT at your location at no charge. You determine the attendees.
- o **VENDOR FINANCIAL WATCH**
  - A quarterly summary of financial trends of over 90 publicly held information services vendors. Shows revenue and net income results by company for each of the last eight quarters, plus comparative growth rates on an annual as well as rolling average basis. Summarizes trends by major delivery mode and includes commentary on acquisition activities.
- o **ANNUAL CLIENT CONFERENCE**
  - Held in 1985 in San Francisco in late summer, this annual conference enables INPUT domestic and international clients to become up to date on industry events and directions, as well as meet INPUT's other vendor and user clients.

M-ProDes ML 10-1-84



## PROCESSING/TURKEY SYSTEMS MARKETS PROGRAM

- o **ANNUAL PROCESSING/TURKEY "STATE OF THE MARKET" REPORT**
  - This annual report provides an overview of key events, issues, and trends in the processing and turnkey systems portion of the information services marketplace. It includes forecasts of 1985-1990 market size and growth rates for processing and turnkey portions of 20 vertical and cross-industry market segments.
- o **SYSTEMS INTEGRATION: OPPORTUNITIES AND CHALLENGES**
  - Systems integration offers large contract potential for vendors skilled in providing multiple delivery mode services. Initially government, and now commercial sectors, are accelerating their willingness to embrace this approach. This study identifies the most attractive segments, profiles the competitive environment, analyzes the relative potential of each major component of systems integration, and specifies keys to success. Five-year market sizes and growth rates are provided.
- o **ELECTRONIC INFORMATION INTERCHANGE (EII) MARKET OPPORTUNITIES**
  - This study analyzes the rapidly evolving marketplace of electronic information interchange between independent business entities. The report includes profiles of opportunities and challenges in EII application areas such as POS, manufacturer-supplier, provider-agent, software publisher-retailer, plus others.
- o **SIX MARKET SECTOR OPPORTUNITY REPORTS**
  - Each of these reports provides a concise profile of opportunities within an individual sector of the processing and/or turnkey systems marketplace. Included in each report are five-year forecasts of market size and growth rate, user needs, market structure, and competitive profiles.
  - Titles for the 1985 processing and turnkey systems program year are:
    - Check/Credit Card Authorization Services Markets
    - Project Management Systems Markets
    - Correspondent Banking Services Markets
    - Opportunities for Selling Services to Telecommunications Firms
  - Two additional reports will be selected by clients <sup>INPUT with clients help</sup> from topics including:
    - CAD/CAM Market Outlook: 1985-1990
    - Electronic Funds Transfer Opportunities
    - Tax Processing Markets
    - Legal Services Markets
    - Or other "hot" areas of interest that may arise during 1985

X

2



## SOFTWARE MARKETS PROGRAM

### o ANNUAL SOFTWARE "STATE OF THE MARKET" REPORT

- This annual report provides an overview of key events, issues, and trends in the software products (mainframes and minicomputer based) and professional services portions of the information services marketplace. It includes forecasts of 1985-1990 market size and growth rates for software products and professional services modes of 20 vertical and cross-industry market segments.

### o SOFTWARE PRODUCT PRICING TRENDS

- Pricing is one of management's most critical and complex product-related decisions. This study provides an up-to-date analysis of pricing developments for mainframe- and minicomputer-based software products. The report includes pricing level expectations and forecasts, discounting trends, and discussions of multiple-copy pricing, use pricing, and innovative terms and conditions.

### o PROFESSIONAL SERVICES MARKET DIRECTIONS

- This report profiles the rapidly changing character of the professional services marketplace. It analyzes major developments such as vertical market specialization; emergence of strong, national firms; entry of vendors from other delivery modes; and joint ventures. Key success factors for software development, education, and consulting markets are identified.

### o SIX MARKET SECTOR OPPORTUNITY REPORTS

- Each of these reports provides a concise profile of opportunities within an individual sector of the software products and/or professional services marketplace. Included in each report are five-year forecasts of market size and growth rate, user needs analyses, market structure descriptions, and competitive profiles.
- Titles for the 1985 Software Products and Professional Services program year are:
  - . Fourth-Generation Languages Market Opportunity Update
  - . Computer-Integrated Manufacturing (CIM) Market Opportunities
  - . Software Applications Development Tools Markets
  - . Data Base Management Systems Markets
- Two additional reports will be selected by <sup>INPUT with clients' help</sup> clients from topics including:
  - . Micro-Mainframe Links
  - . Applications Software for Telecommunications Firms
  - . Network Management Software
  - . Or other topics to be determined

# REPORT OF THE COMMITTEE ON THE HISTORY OF THE JOURNAL

The Committee on the History of the Journal, organized in 1928, has the honor to submit herewith its report. The Committee was organized to study the history of the Journal and to make recommendations for its improvement. The Committee has held numerous public hearings and has received many suggestions from the medical profession. The Committee has also conducted extensive research into the history of the Journal and has found that the Journal has a long and distinguished history. The Committee believes that the Journal should continue to be published and that it should be improved in many respects.

## RECOMMENDATIONS OF THE COMMITTEE

The Committee recommends that the Journal be published weekly. It also recommends that the Journal be improved in many respects, including the following: (1) The Journal should be made more attractive by the use of color and illustrations. (2) The Journal should be made more readable by the use of a larger type and by the elimination of unnecessary words. (3) The Journal should be made more useful by the inclusion of more practical information. (4) The Journal should be made more interesting by the inclusion of more original research. (5) The Journal should be made more authoritative by the inclusion of more expert opinions.

## RECOMMENDATIONS OF THE COMMITTEE (Continued)

(6) The Journal should be made more accessible by the inclusion of more abstracts. (7) The Journal should be made more complete by the inclusion of more references. (8) The Journal should be made more accurate by the inclusion of more facts. (9) The Journal should be made more up-to-date by the inclusion of more recent information. (10) The Journal should be made more useful by the inclusion of more practical information. (11) The Journal should be made more interesting by the inclusion of more original research. (12) The Journal should be made more authoritative by the inclusion of more expert opinions.

## RECOMMENDATIONS OF THE COMMITTEE (Continued)

(13) The Journal should be made more attractive by the use of color and illustrations. (14) The Journal should be made more readable by the use of a larger type and by the elimination of unnecessary words. (15) The Journal should be made more useful by the inclusion of more practical information. (16) The Journal should be made more interesting by the inclusion of more original research. (17) The Journal should be made more authoritative by the inclusion of more expert opinions.

Very respectfully,  
The Committee on the History of the Journal

WILLIAM D. HAYES, Chairman  
JAMES H. HAYES, Secretary  
JAMES H. HAYES, Secretary  
JAMES H. HAYES, Secretary  
JAMES H. HAYES, Secretary

Submitted for publication May 1, 1936.

Published by the American Medical Association, 535 North Dearborn Street, Chicago, Ill.  
Subscription price, \$5.00 per annum in advance.  
Single copies, 15 cents.

~~SOFTWARE AND SERVICES~~  
~~PERSONAL COMPUTER/END-USER MARKETS PROGRAM~~

o ANNUAL PC/END-USER "STATE OF THE MARKET" REPORT

- This annual report provides an overview of key events, issues, and trends in the PC/End-User portion of the information services marketplace. ~~It~~ Also includes forecasts of 1985-1990 market size and growth rates for the PC software and services portion of 20 vertical and cross-industry market segments.

o MICRO-MAINFRAME: PC SOFTWARE AND SERVICES MARKET UPDATE

- Micro-mainframe continues to represent major opportunities and multiple pitfalls to vendors. This study, which updates INPUT's extensive volume of past research, provides vendors with fresh insights into this rapidly evolving marketplace. Topics addressed include changing user decision criteria, successful vendor strategies, and profiles of current and future product offerings. Case studies will highlight innovative user/vendor approaches.

o SELLING PC SOFTWARE TO CORPORATE AMERICA

- Fortune 1000 firms represent the bulk of PC software and services revenue opportunities of the future, yet effective and efficient distribution methods for reaching this huge market are still missing. This report will provide insights into ways that alert vendors can take advantage of this time-critical opportunity. Innovative approaches to selling to corporate America will be identified and assessed. Topics include user buying methods and decision criteria, identification of distribution channel options, assessment of current and emerging approaches, and case studies. Recommendations will be provided.

o SIX MARKET SECTOR OPPORTUNITY REPORTS

- Each of these reports provides a concise profile of opportunities within an individual sector of the PC software and services marketplace. Included in each report are five-year forecasts of market size and growth rate, user needs analyses, market structure determinations, and competitive profiles.

- Titles for the 1985 PC/End-User ~~program~~ <sup>Software and Services</sup> year are:

- Multiuser Systems Opportunities
- Integrated Analysis Systems (beyond Symphony, Framework, etc.)
- PC Software for Process Control
- Sales and Marketing Applications Markets

- Two additional reports ~~are to~~ <sup>will</sup> be selected by ~~clients~~ <sup>INPUT with clients' help</sup> from topics including:

- Business Graphics
- PC Consulting and Education Markets
- UNIX Directions and Limits
- Or other topics to be determined

# THE UNIVERSITY OF CHICAGO

## THE UNIVERSITY OF CHICAGO PRESS

The University of Chicago Press is a not-for-profit corporation organized under the laws of the State of Illinois. It is a member of the Association of American Universities Presses. The Press is committed to the highest standards of scholarship and to the widest dissemination of knowledge. It publishes books, journals, and electronic resources in a wide range of disciplines.

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# MAPS 85

## CORE

On-Site Pres	50
Support	100
Conf	20
Annual Report (Fore/Writing)	85
EB (VFW)	8
MO. BULLETIN	24

287

$$\begin{array}{r} 287 \\ + 375 \\ \hline = 662 \\ + 50 \text{ M/S} \\ + 50 \text{ Mgt} \\ \hline \boxed{762} \end{array}$$

## PROCESSING

Annual Rep	0
6 Segment Rep	65
SYS. INT	30
PRUC PRICING	30

125

## SOFTWARE

Annual Rep	0
6 Seq. Rep.	65
SP PRICING	30
PFS TRENDS	30

125

## PC/END USER

Ann Rep	0
6 Seq Rep	65
M-M	30
DIST. CHAN.	30

125



MAAS

P+L

9-11-84

PLAN		estimated DEC 479	Notes	VARIANCE
927	Rev	829	Aug. + factored sales forecast + 30K new rep/copies Sep-Dec	(98)
330	Direct Costs	290	35% Jun YTD = 38%	40
226	Sales/Mktg	158	19% Jun YTD %	68
373	Allocations	436	2x Jun	(63)
929	total Exp	884		45
(2)	Net Profit	(55)		(53)
	ESMD Account	817		
\$ 1135/day	\$ Rev/Acc. ESMD	\$ 1015/day		



# MAPS '85 Preferences (1)

9-10-84  
34 Resp

## DEL. TYPES

90 Ranked  
1, 2 or 3

90%	Reports
84%	EB
82	Hotline
63	On Site Pres
39	Client Conf
24	Visits INPUT Staff
21	1 Day Regional Seminars
7	Visits INPUT Library

conference +  
SEMINAR

plan for - cooperative Budget



# MAPS '85 Preferences (1)

9-10-84

34 Resp

## TOPICS

% H+VH

91%

Annual Report

81

Pricing

79

Appl Dev Tools

5

78

Acquisition Strategies

75

Mkt Res/Strat Plan

74

Micro Main frame

70

DBMS

5

70

UGL

5

67

Network Mgt Sys

64

Expert/Know. Sys

5

64

Integrated Analysis Sys

5

63

Marketing Methods

63

VFW

61

Joint Ventures

## DEL MODES

% M+MM

72%

Prof Services - SW DEL

69

Sys. Integ

66

Appl SW

63

Prof Serv - CONS

63

Prof Serv - EBVC

63

Turnkey (Packaged)

59

Turnkey (Custom)

48

LAN

45

OLDB

39

Sys SW

38

RCS

31

FM



CORE

Mo. Update	24	
Inquiry	100	(156)
Client Conf	20	(20)
Seminars(2)	30	(15)
EB	8	(16)
Sys Integ	25	(25)
ARSeries		
3=long		
Vertical 8=5m	100	} (100)
1=long		
Cross 8=5m	60	
Orientation	48	
Mgt	50	
	465	(329)

~~Banking~~  
~~DISMAN.~~  
~~MEDICAL~~  
~~A.D.~~

PROC/TURNKEY

Annual Rep	15
On-Site Pres	16
Reports	
RCS Pricing	25
TKT Pricing	25
Mgt	8
	89
	(161)

SOFTWARE

Annual Rep	15
On-Site Pres	16
Reports	
SP Pricing	25
PFS Pricing	25
4GL	20
PFS Trends	25
DBMS	25
Mgt	15
	166
	(161)

PC

Annual Rep	15
On-Site Pres	16
Reports	
PC Pricing	25
M-to-M	25
Mgt	8
	89
	(166)

TOTAL = 809  
 (317)



~~INDUSTRY MARKETS PROGRAM~~  
CLIENT SUPPORT SERVICES

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- In order to keep their entire staff current on fast-changing industry developments and trends, clients receive an annual presentation at their site from a senior member of INPUT's staff. This presentation, offered in the fourth quarter of the year, provides attendees with a fresh perspective on issues of immediate use for planning and decision making. It is presented by a senior executive from INPUT at your location at no charge. You determine the attendees.

o **VENDOR FINANCIAL WATCH**

- A quarterly summary of financial trends of over 90 publicly held information services vendors. Shows revenue and net income results by company for each of the last eight quarters, plus comparative growth rates on an annual as well as rolling average basis. Summarizes trends by major delivery mode and includes commentary on acquisition activities.

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M-Pro Des ML 10-8-84



## PROCESSING/TURKEY SYSTEMS MARKETS PROGRAM

- o **ANNUAL PROCESSING/TURKEY "STATE OF THE MARKET" REPORT**
  - This annual report provides an overview of key events, issues, and trends in the processing and turnkey systems portion of the information services marketplace. It includes forecasts of 1985-1990 market size and growth rates for processing and turnkey portions of 20 vertical and cross-industry market segments.
- o **SYSTEMS INTEGRATION: OPPORTUNITIES AND CHALLENGES**
  - Systems integration offers large contract potential for vendors skilled in providing multiple delivery mode services. Initially government, and now commercial sectors, are accelerating their willingness to embrace this approach. This study identifies the most attractive segments, profiles the competitive environment, analyzes the relative potential of each major component of systems integration, and specifies keys to success. Five-year market sizes and growth rates are provided.
- o **ELECTRONIC INFORMATION INTERCHANGE (EII) MARKET OPPORTUNITIES**
  - This study analyzes the rapidly evolving marketplace of electronic information interchange between independent business entities. The report includes profiles of opportunities and challenges in EII application areas such as POS, manufacturer-supplier, provider-agent, software publisher-retailer, plus others.
- o **SIX MARKET SECTOR OPPORTUNITY REPORTS**
  - Each of these reports provides a concise profile of opportunities within an individual sector of the processing and/or turnkey systems marketplace. Included in each report are five-year forecasts of market size and growth rate, user needs, market structure, and competitive profiles.
  - Titles for the 1985 processing and turnkey systems program year are:
    - . Check/Credit Card Authorization Services Markets
    - . Project Management Systems Markets
    - . Correspondent Banking Services Markets
    - . Opportunities for Selling Services to Telecommunications Firms
  - Two additional reports will be selected <sup>by INPUT with clients' help</sup> ~~by clients~~ from topics including:
    - . CAD/CAM Market Outlook: 1985-1990
    - . Electronic Funds Transfer Opportunities
    - . Tax Processing Markets
    - . Legal Services Markets
    - . Or other "hot" areas of interest that may arise during 1985

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## SOFTWARE MARKETS PROGRAM

- o ANNUAL SOFTWARE "STATE OF THE MARKET" REPORT
  - This annual report provides an overview of key events, issues, and trends in the software products (mainframes and minicomputer based) and professional services portions of the information services marketplace. It includes forecasts of 1985-1990 market size and growth rates for software products and professional services modes of 20 vertical and cross-industry market segments.
- o SOFTWARE PRODUCT PRICING TRENDS
  - Pricing is one of management's most critical and complex product-related decisions. This study provides an up-to-date analysis of pricing developments for mainframe- and minicomputer-based software products. The report includes pricing level expectations and forecasts, discounting trends, and discussions of multiple-copy pricing, use pricing, and innovative terms and conditions.
- o PROFESSIONAL SERVICES MARKET DIRECTIONS
  - This report profiles the rapidly changing character of the professional services marketplace. It analyzes major developments such as vertical market specialization; emergence of strong, national firms; entry of vendors from other delivery modes; and joint ventures. Key success factors for software development, education, and consulting markets are identified.
- o SIX MARKET SECTOR OPPORTUNITY REPORTS
  - Each of these reports provides a concise profile of opportunities within an individual sector of the software products and/or professional services marketplace. Included in each report are five-year forecasts of market size and growth rate, user needs analyses, market structure descriptions, and competitive profiles.
  - Titles for the 1985 Software Products and Professional Services program year are:
    - Fourth-Generation Languages Market Opportunity Update
    - Computer-Integrated Manufacturing (CIM) Market Opportunities
    - Software Applications Development Tools Markets
    - Data Base Management Systems Markets
  - Two additional reports will be selected by <sup>INPUT with clients' help</sup> clients from topics including:
    - Micro-Mainframe Links
    - Applications Software for Telecommunications Firms
    - Network Management Software
    - Or other topics to be determined



SOFTWARE AND SERVICES  
**PERSONAL COMPUTER/END-USER MARKETS PROGRAM**

o **ANNUAL PC/END-USER "STATE OF THE MARKET" REPORT**

- This annual report provides an overview of key events, issues, and trends in the PC/End-User portion of the information services marketplace. <sup>stat</sup> Also includes forecasts of 1985-1990 market size and growth rates for the PC software and services portion of 20 vertical and cross-industry market segments.

o **MICRO-MAINFRAME: PC SOFTWARE AND SERVICES MARKET UPDATE**

- Micro-mainframe continues to represent major opportunities and multiple pitfalls to vendors. This study, which updates INPUT's extensive volume of past research, provides vendors with fresh insights into this rapidly evolving marketplace. Topics addressed include changing user decision criteria, successful vendor strategies, and profiles of current and future product offerings. Case studies will highlight innovative user/vendor approaches.

o **SELLING PC SOFTWARE TO CORPORATE AMERICA**

- Fortune 1000 firms represent the bulk of PC software and services revenue opportunities of the future, yet effective and efficient distribution methods for reaching this huge market are still missing. This report will provide insights into ways that alert vendors can take advantage of this time-critical opportunity. Innovative approaches to selling to corporate America will be identified and assessed. Topics include user buying methods and decision criteria, identification of distribution channel options, assessment of current and emerging approaches, and case studies. Recommendations will be provided.

o **SIX MARKET SECTOR OPPORTUNITY REPORTS**

- Each of these reports provides a concise profile of opportunities within an individual sector of the PC software and services marketplace. Included in each report are five-year forecasts of market size and growth rate, user needs analyses, market structure determinations, and competitive profiles.

- <sup>Software and Services</sup> Titles for the 1985 PC/End-User program year are:

- Multiuser Systems Opportunities
- Integrated Analysis Systems (beyond Symphony, Framework, etc.)
- PC Software for Process Control
- Sales and Marketing Applications Markets

- Two additional reports <sup>will</sup> ~~are to~~ be selected by <sup>INPUT with clients' help</sup> ~~clients~~ from topics including:

- Business Graphics
- PC Consulting and Education Markets
- UNIX Directions and Limits
- Or other topics to be determined



## INDUSTRY MARKETS PROGRAM

### o VERTICAL AND CROSS-INDUSTRY MARKETS REPORT SERIES

- <sup>These reports</sup> Provides insight into the latest opportunities and caveats of 20 different major market segments. Each segment is a self-contained analysis providing five-year (1985-1990) user expenditure forecasts and analysis of market sizes and growth rates. Identifies key events, issues, and trends related to user needs and vendor strategies. Includes competitive profiles and market share analysis.

### o "EXECUTIVE VIEWPOINT" (MONTHLY NEWSLETTER)

- <sup>This is</sup> A personal newsletter from Peter Cunningham, INPUT's president, <sup>highlighting and interpreting</sup> key events and trends which can have a major impact on clients' current strategies and future plans.

### o INQUIRY SERVICE AND SUPPORT

- Our Hotline staff is available by phone <sup>11</sup> hours a day to answer your questions on issues, trends, and events relating to MAPS 1985 areas of analysis. INPUT's California and New Jersey research libraries are also available to subscribers who wish to explore topic areas in more depth.

### o ACCESS TO SENIOR INPUT STAFF

- INPUT's senior consultants and analysts, many of whom have been watching the information services market for over 20 years, are available to respond to your questions.

### o ON-SITE CLIENT PRESENTATION

- In order to keep their entire staff <sup>current</sup> on fast-changing industry developments and trends, clients receive an annual presentation at their site from a senior member of INPUT's staff. This presentation, offered in the fourth quarter of the year, provides attendees with a fresh perspective on issues of immediate use for planning and decision making. Presented by a senior executive <sup>from</sup> of INPUT at your location at no charge. <sup>They are</sup> You determine the attendees.

### o VENDOR FINANCIAL WATCH

- A quarterly summary of financial trends of over 90 <sup>publicly held</sup> information services vendors. Shows revenue and net income results by company for each of the last eight quarters, plus comparative growth rates on an annual as well as rolling average basis. Summarizes trends by major delivery mode and includes commentary on acquisition activities.

### o ANNUAL CLIENT CONFERENCE

- Held in 1985 in San Francisco in late summer, this annual conference enables INPUT domestic and international clients to <sup>become up to date</sup> on industry events and directions as well as meet INPUT's other vendor and user clients.

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## THEORY OF THE EARTH

### CHAPTER I. OF THE ORIGIN OF THE EARTH.

THE first question which presents itself to the mind is, what was the cause of the origin of the earth? The answer to this question is, that the earth was created by the power of God, and that it was created out of nothing. The second question is, what was the state of the earth at the time of its creation? The answer to this question is, that the earth was in a state of confusion and darkness, and that it was covered with water.

### CHAPTER II. OF THE CREATION OF MAN.

THE next question which presents itself to the mind is, what was the state of man at the time of his creation? The answer to this question is, that man was created in the image and likeness of God, and that he was given dominion over the earth and all the creatures therein.

### CHAPTER III. OF THE FALL OF MAN.

THE third question which presents itself to the mind is, what was the cause of the fall of man? The answer to this question is, that man was tempted by the serpent, and that he ate of the forbidden fruit. The fourth question is, what was the consequence of the fall of man? The answer to this question is, that man was driven out of the garden of Eden, and that he was subjected to death and all the evils of this world.

### CHAPTER IV. OF THE DELUGE.

THE fourth question which presents itself to the mind is, what was the cause of the deluge? The answer to this question is, that God was angry with the wickedness of the world, and that he sent a flood to destroy all the wicked people of the world.

### CHAPTER V. OF THE TOWER OF BABEL.

THE fifth question which presents itself to the mind is, what was the cause of the tower of Babel? The answer to this question is, that the people of the world were united in a league, and that they were determined to build a tower which should reach up to the heavens. The sixth question is, what was the consequence of the tower of Babel? The answer to this question is, that God confounded their language, and that they were scattered abroad in all the world.

### CHAPTER VI. OF THE CALL OF ABRAHAM.

THE sixth question which presents itself to the mind is, what was the cause of the call of Abraham? The answer to this question is, that God called Abraham to leave his country and his kindred, and that he was to go to a land which he would show him. The seventh question is, what was the consequence of the call of Abraham? The answer to this question is, that Abraham became a great nation, and that he was the father of the Jewish people.

### CHAPTER VII. OF THE PROMISE OF THE MESSIAH.

THE seventh question which presents itself to the mind is, what was the cause of the promise of the Messiah? The answer to this question is, that God promised to send a Messiah to the Jewish people, and that he was to be a great king and a great savior. The eighth question is, what was the consequence of the promise of the Messiah? The answer to this question is, that the Jewish people were waiting for the Messiah, and that they were expecting him to come and save them.

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# THE HISTORY OF THE UNITED STATES

## CHAPTER I. THE DISCOVERY OF THE CONTINENT.

THE first discovery of the continent was made by Christopher Columbus in 1492. He sailed from Spain on August 3rd, and after a long and dangerous voyage, he reached the island of San Salvador on October 12th. He then sailed on to other islands, and finally reached the mainland of North America on November 19th.

## CHAPTER II. THE FIRST SETTLEMENTS.

The first settlements were made by the Spaniards. They founded the city of St. Augustine in 1565, and the city of San Juan de los Rios in 1582. The English also made settlements, but they were all destroyed by the Spaniards. The first successful English settlement was founded by John Rolfe in 1607. It was called Jamestown, and it was located on the James River.

## CHAPTER III. THE PEACE PIPE.

The peace pipe was a symbol of friendship between the Indians and the Europeans. It was first used by the Spaniards, and then by the English. The Indians used it to seal treaties, and the Europeans used it to seal agreements. It was a symbol of trust, and it was a symbol of peace.

## CHAPTER IV. THE FIRST WAR.

The first war was fought between the Spaniards and the Indians. It was called the Spanish-Indian War, and it was fought in 1568. The Spaniards were led by Pedro Menéndez, and the Indians were led by Saturiwa. The Spaniards won the war, and they founded the city of St. Augustine.

## CHAPTER V. THE FIRST REVOLUTION.

The first revolution was fought between the English and the Indians. It was called the English-Indian War, and it was fought in 1675. The English were led by Philip William, and the Indians were led by Sassamon. The English won the war, and they founded the city of New York.

## CHAPTER VI. THE FIRST CONSTITUTION.

The first constitution was written by the English. It was called the Magna Carta, and it was written in 1215. It was a document that gave the people the right to elect their own representatives, and it was a document that gave the people the right to a fair trial.

## SOFTWARE MARKETS PROGRAM

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    - Network Management Software
- or other topics to be determined*

THE UNITED STATES OF AMERICA

DEPARTMENT OF THE INTERIOR

UNITED STATES GEOLOGICAL SURVEY  
WASHINGTON, D. C.  
1900

REPORT OF THE GEOLOGICAL SURVEY

OF THE  
UNITED STATES GEOLOGICAL SURVEY  
FOR THE YEAR 1900

REPORT OF THE GEOLOGICAL SURVEY

FOR THE YEAR 1900

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FOR THE YEAR 1900

FOR THE YEAR 1900

FOR THE YEAR 1900

PERSONAL COMPUTER

PC/END-USER PROGRAM

MARKETS

TOM  
Are you +  
sales force  
happy with this  
+ title? I've received  
some negative  
reaction to it from my  
staff.

Distinction  
between PC and  
End-user is  
subtle, may not  
be worth it as  
a program title.  
I suggest  
PERSONAL  
COMPUTER

## o ANNUAL PC/END-USER "STATE OF THE MARKET" REPORT

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SOFTWARE  
AND  
SERVICES MARKETS  
PROGRAM

as the title.

for

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## o SIX MARKET SECTOR PROFILE REPORTS

- Each of these reports provides a concise profile of opportunities within an individual sector of the PC software and services marketplace. Included in each report are five-year forecasts of market size and growth rate, user needs analysis, market structure, and competitive profiles.
- Titles for the 1985 PC/End-user program year are:
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  - PC Software for Process Control
  - Sales and Marketing Application Markets
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or other topics to be determined

determinations,

including



Separate page

2: ~~1985 PROGRAM DESCRIPTION~~

2.1: INDUSTRY MARKETS PROGRAM

2.1.1: VERTICAL AND CROSS-INDUSTRY MARKETS  
2.1.2: REPORT SERIES

Provides ~~rapid~~ insight into the latest opportunities and caveats of 20 different major market segments. Each segment is a self-contained analysis providing five year (1985-1990) user expenditure forecasts and analysis of market sizes and growth rates. identifies key events, issues and trends related to user needs and vendor strategies. includes competitive profiles and market share analysis.

2.1.3: "EXECUTIVE VIEWPOINT" (MONTHLY  
2.1.4: NEWSLETTER)

A personal newsletter from peter cunningham, input's president, highlighting and interpreting key events and trends which can have a major impact on client's current strategies and future plans.

2.1.5: INQUIRY SERVICE AND SUPPORT

Our hotline staff is available by phone 14 hours a day to answer your questions on issues, trends and events relating to maps 1985 areas of analysis. input's california and new jersey research libraries are also available to subscribers who wish to explore topic areas in more depth.

2.1.6: ACCESS TO SENIOR INPUT STAFF

Input's senior consultants and analysts, many of whom have been watching the information services market for over 20 years, are available to respond to your questions.

2.1.7: ON-SITE CLIENT PRESENTATION

In order to keep their entire staff current on fast changing industry developments and trends, clients receive an annual presentation at their site from a senior member of input's staff. This presentation, offered in the fall <sup>4th Quarter</sup> of the year, provides attendees with a fresh perspective on



issues of immediate use for planning and decision making. *the limited by a Senior executive of INPUT at your location at no charge. you ~~participate~~ attend*

2.1.8: VENDOR FINANCIAL WATCH

A quarterly summary of financial trends of over 90 publically held information services vendors. Shows revenue and net income results by company for each of the last eight quarters, plus comparative growth rates on an annual as well as rolling average basis. Summarizes trends by major delivery mode and includes commentary on acquisition activities.

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Held in 1985 in San Francisco in late summer, this *domestic and international* ~~popular~~ annual conference enables input clients to get up-to-date on industry events and directions as well as meet input's other vendor and user clients.

2.2: PROCESSING/TURNKEY SYSTEMS

2.3: MARKETS PROGRAM

2.3.1: ANNUAL PROCESSING/TURNKEY "STATE OF

2.3.2: THE MARKET" REPORT

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2.3.3: SYSTEMS INTEGRATION: OPPORTUNITIES

2.3.4: AND CHALLENGES

Systems integration offers large contract potential for vendors skilled in providing multiple delivery mode services. Initially government, and now commercial sectors, are accelerating their willingness to embrace this approach. This study identifies the most attractive segments, profiles the competitive environment, analyzes the relative potential of each major component of systems integration and specifies keys to success. Five year market sizes and growth rates are provided.

2.3.5: ELECTRONIC INFORMATION INTERCHANGE

2.3.6: (EII) MARKET OPPORTUNITIES

This study analyzes the rapidly evolving marketplace of electronic information interchange between independent business entities. Includes profiles of opportunities and challenges in (eii) application areas such as pos, manufacturer-supplier, provider-agent, software publisher-retailer, plus others.

2.3.7: SIX MARKET SECTOR OPPORTUNITY



## 2.3.8:

## REPORTS

Each of these reports provides a concise profile of opportunities within an individual sector of the processing and or turnkey systems marketplace. Included in each report are five year forecasts of market size and growth rate, user needs analysis, market structure and competitive profiles.

Titles for the 1985 processing and turnkey systems program year are:

- 2.3.8.1: — CHECK/CREDIT CARD AUTHORIZATION
- 2.3.8.2: — SERVICES MARKETS
- 2.3.8.3: — PROJECT MANAGEMENT SYSTEMS MARKETS
- 2.3.8.4: — CORRESPONDENT BANKING SERVICES
- 2.3.8.5: — OPPORTUNITIES FOR SELLING SERVICES
- 2.3.8.6: — TO TELECOMMUNICATIONS FIRMS
- 2.3.8.7: — 2 ADDITIONAL REPORTS SELECTED
- 2.3.8.8: — BY CLIENTS FROM TOPICS SUCH AS:
  - 2.3.8.8.1: • CAD/CAM MARKET OUTLOOK: 1985-89
  - 2.3.8.8.2: • ELEC. FUNDS TRANSFER OPPORTUNITIES
  - 2.3.8.8.3: • TAX PROCESSING MARKETS
  - 2.3.8.8.4: • LEGAL SERVICES MARKETS

SOFTWARE MARKETS PROGRAM

- 2.4: —
- 2.4.1: — ANNUAL SOFTWARE "STATE OF
- 2.4.2: — THE MARKET" REPORT

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*or other "Hot" areas of interest which may emerge during 1985*

## 2.4.3:

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Each of these reports provides a concise profile of opportunities within an individual sector of the software products and or professional services marketplace. Included in each report are five year forecasts of market size and growth rate, user needs analysis, market structure and competitive profiles.

Titles for the 1985 software products and professional services program year are:

- 2.4.6.1: — FOURTH GENERATION LANGUAGES
- 2.4.6.2: MARKET OPPORTUNITY UPDATE
- 2.4.6.3: — COMPUTER INTEGRATED MANUFACTURING
- 2.4.6.4: (CIM) MARKET OPPORTUNITIES
- 2.4.6.5: — SOFTWARE APPL.DEV. TOOLS MARKETS
- 2.4.6.6: — DATA BASE MANAGEMENT SYSTEMS MARKETS
- 2.4.6.7: — 2 ADDITIONAL REPORTS SELECTED
- 2.4.6.8: BY CLIENTS FROM TOPICS SUCH AS:
- 2.4.6.8.1: • MICRO-TO-MAINFRAME LINKS
- 2.4.6.8.2: • APPLICATION SOFTWARE FOR
- 2.4.6.8.3: • TELECOMMUNICATIONS FIRMS
- 2.4.6.8.4: • NETWORK MANAGEMENT SOFTWARE

*other "Hot" areas  
of interest which may surge  
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2.5: PC/END-USER PROGRAM

- 2.5.1: ANNUAL PC/END USER  
2.5.2: "STATE OF THE MARKET" REPORT

This annual report provides an overview of key events, issues and trends in the pc/end-user portion of the information services marketplace. also includes forecasts of 1985-1990 market size and growth rates for the pc software and services portion of 20 vertical and cross-industry market segments.

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## SIX MARKET SECTOR PROFILE REPORTS

Each of these reports provides a concise profile of opportunities within an individual sector of the pc software and services marketplace. Included in each report are five year forecasts of market size and growth rate, user needs analysis, market structure and competitive profiles.

Titles for the 1985 pc end-user program year are:

- 2.5.6.1: — MULTI-USER SYSTEMS OPPORTUNITIES
- 2.5.6.2: — INTEGRATED ANALYSIS SYSTEMS: (BEYOND SYMPHONY, FRAMEWORK ETC.)
- 2.5.6.3: — PC SOFTWARE FOR PROCESS CONTROL
- 2.5.6.4: — SALES AND MARKETING APPL. MARKETS
- 2.5.6.5: — 2 ADDITIONAL REPORTS TO BE SELECTED BY CLIENTS FROM TOPICS SUCH AS:
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  - PC CONSULTING AND EDUCATION MARKETS
  - UNIX DIRECTIONS AND LIMITS
- 2.5.6.6:
- 2.5.6.7:
- 2.5.6.7.1:
- 2.5.6.7.2:
- 2.5.6.7.3:
- 2.6:
- 2.7:
- 2.7.1:
- 2.7.2:
- 2.7.2.1:
- 2.7.2.2:
- 2.7.2.3:
- 2.7.3:
- 2.7.4:
- 2.8:
- 2.8.1:
- 2.8.2:

